The BLUE PRINT BOOK of Hooker

HOLLOW METAL STORE FRONTS

KING Paint & Varnish Products

HOOKER GLASS & PAINT MFG. CO.

PLATE GLASS – WINDOW GLASS – ROUGH GLASS – MIRRORS

Makers of KING PAINT & VARNISH PRODUCTS

659 WASHINGTON BLVD.

CHICAGO.

DAVENPORT, IA. MUNCIE, IND. PEORIA, ILL. KALAMAZOO, MICH.

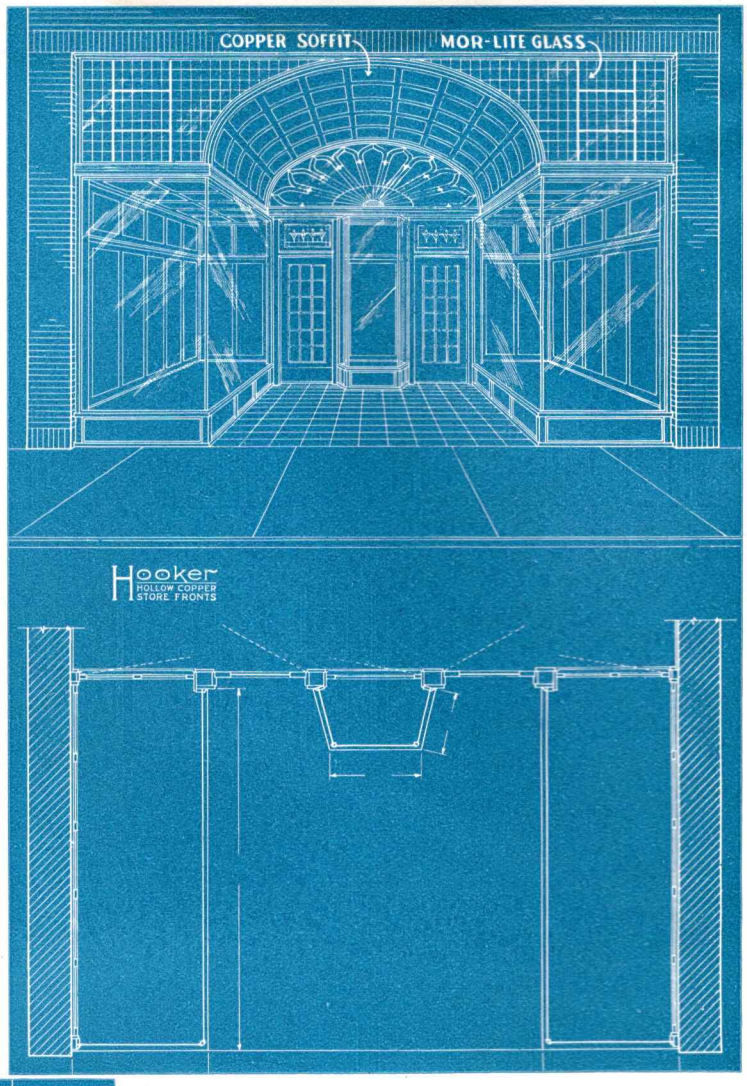
KING Paint & Varnish Products

A Store Front That Invites You to Stop, Look and Enter

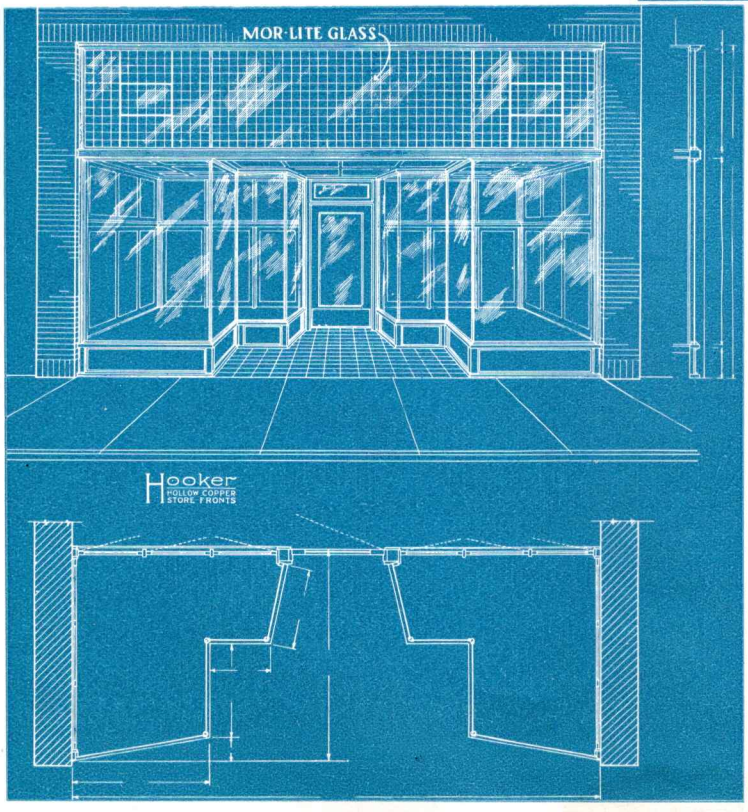
Blue Print No. 1

This plan shows a clear, open front with wide entrance flanked by two roomy display windows which beset themselves readily to any kind of display. The design is especially suitable for a store which sells shoes, dresses, or wearing apparel because it provides an unobstructed view of the merchandise for examination by the customer.

The design is readily adaptable to the average width of store. Blue-print shows the use of copper corner bars which insure strength and safety, but mitred corners may be used instead, if preferred. When executed in Hooker Hollow-Copper or Bronze Construction, this front is sturdy and beautiful. The transom of Hooker's Mor-lite Glass provides diffused light and improves the appearance of the front. Ventilators may be used (as shown) to provide ventilation of store.



Blue Print No. 1



Blue Print No. 2

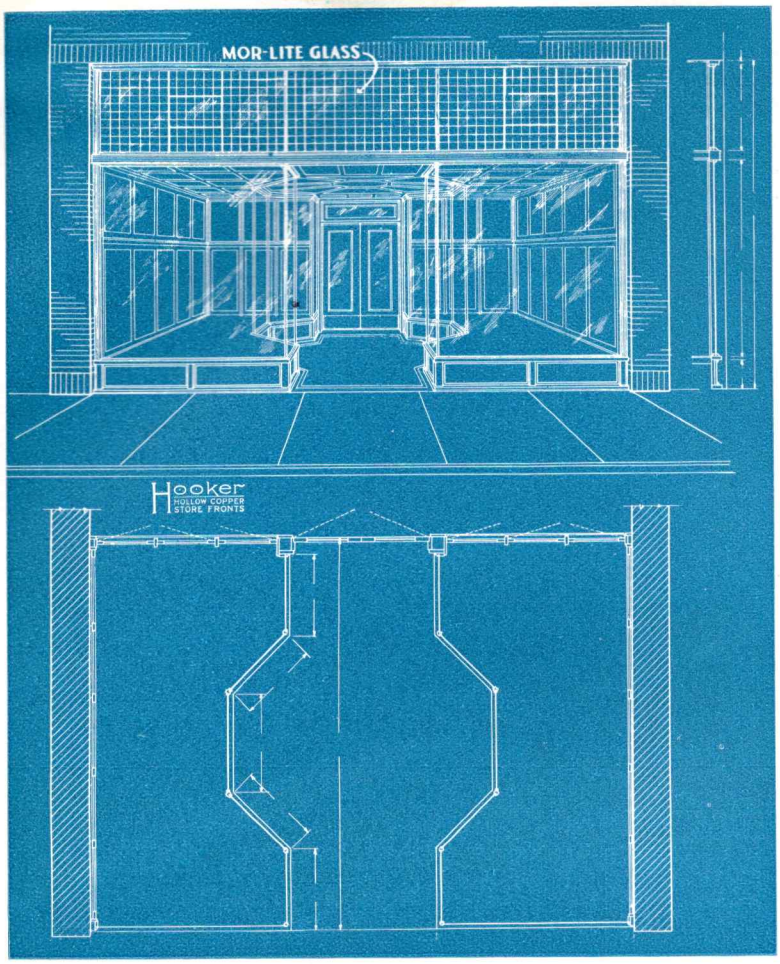
A Popular and Attractive Store Front

Blue Print No. 2

This front is one of our most popular designs. It is easily adapted to any width of opening and may be extended to any desired depth. The shape of the windows enables the window trimmer to make several displays in each window.

The transom of Hooker's Mor-lite Glass extends straight across and is fitted with two swinging ventilators. This transom admits diffused light to the interior of the store. Mor-lite Glass has the appearance of leaded tile glass, but it is made in one sheet with pressed design. It does not catch the dirt and is easy to wash clean, insuring the maximum of light at all times.

Hooker Hollow-Copper or Bronze Construction makes this front a strong and attractive advertisement for any type of business although it is comparatively inexpensive.



Blue Print No. 3

A New Type Front That Is Winning Popularity

Blue Print No. 3

This type of front provides a store with two full-sized windows equivalent to a double frontage. Each window may be viewed from several angles, which is a great advantage in displaying specialty merchandise. Customers may stand in the entranceways and examine the displays without obstructing passage to the door. If desired, this front may be elaborated and provided with more offsets and angles.

Hooker's Hollow-Copper or Bronze Construction is ideal for fronts of this type. Its beauty of design and strength of construction produces a handsome and permanent job.

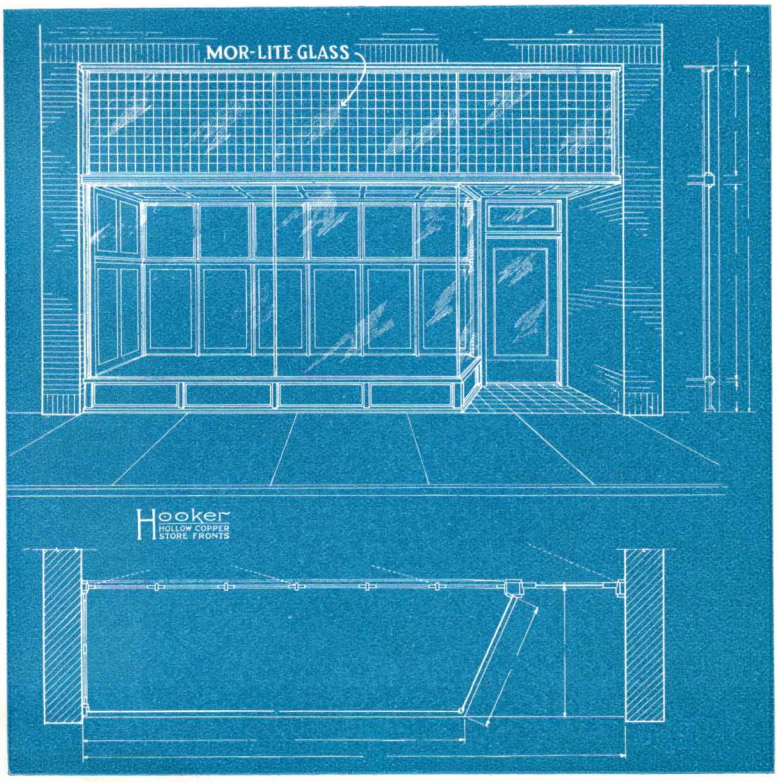
The full-length transom of Hooker's Mor-lite Glass throws the light back into the store and ventilators are furnished for ventilation.

A Simple Front for All Types of Stores

Blue Print No. 4

A practical front for restaurants, cigar stores, groceries, notions, ice cream parlors, and similar businesses, can be used with or without back partitions, especially suitable for shallow stores and may be used with any width of building.

Hooker Hollow-Copper or Bronze Construction gives character to the simplest form of store front. Hooker's Mor-lite Glass Transoms add beauty and cost much less than the old style of leaded tile prisms. Mor-lite transoms will not leak and the smooth surface is easy to clean and admits a maximum of daylight.



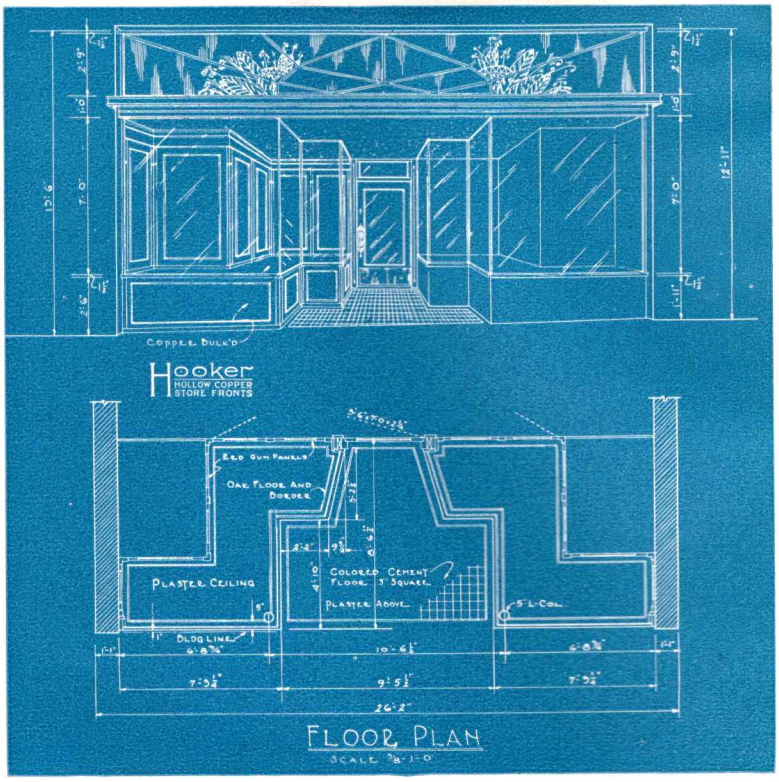
Blue Print No. 4

This Ultra-Modern Store Front Has "It"

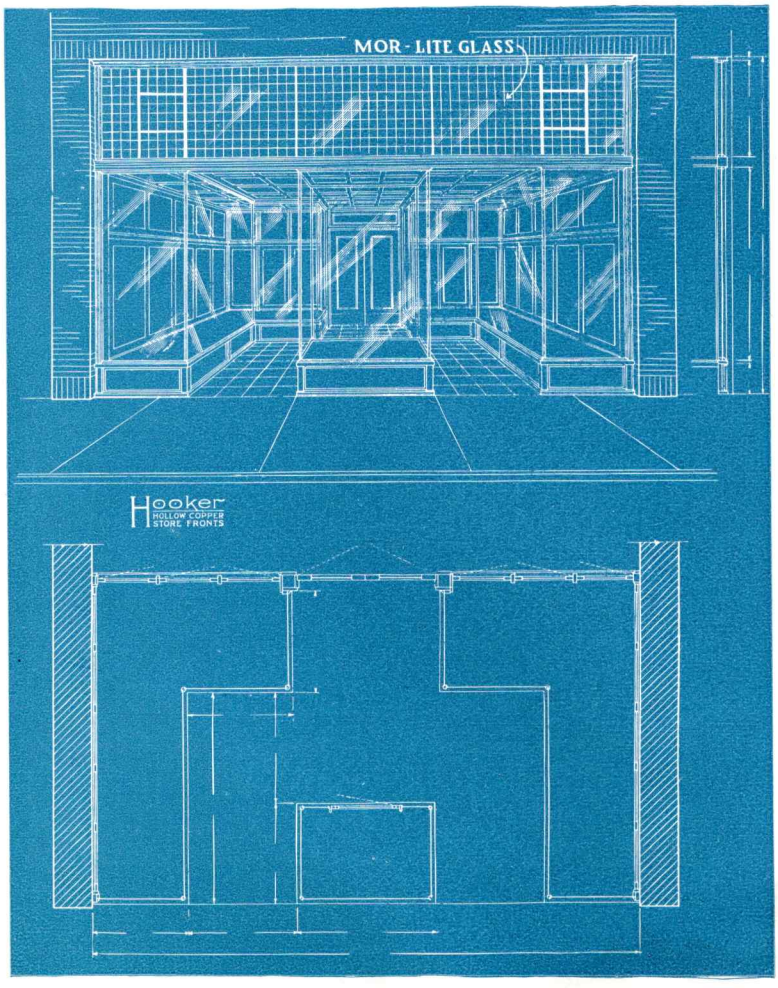
Blue Print No. 5

A design of great personality and attractive power. This front will attract attention of passing shoppers on the busiest street where competition is keenest. This design is especially suitable for jewelry, gift wares, shoes, and lingerie. The recessed backgrounds give ready access to all merchandise in the windows. For larger merchandise the backs may be carried straight across.

The construction consists of Hooker-Hollow Copper or Bronze sash and corner bars with a fine copper awning hood cover. Mitred and etched top lights in modernistic design add greatly to its attractiveness.



Blue Print No. 5



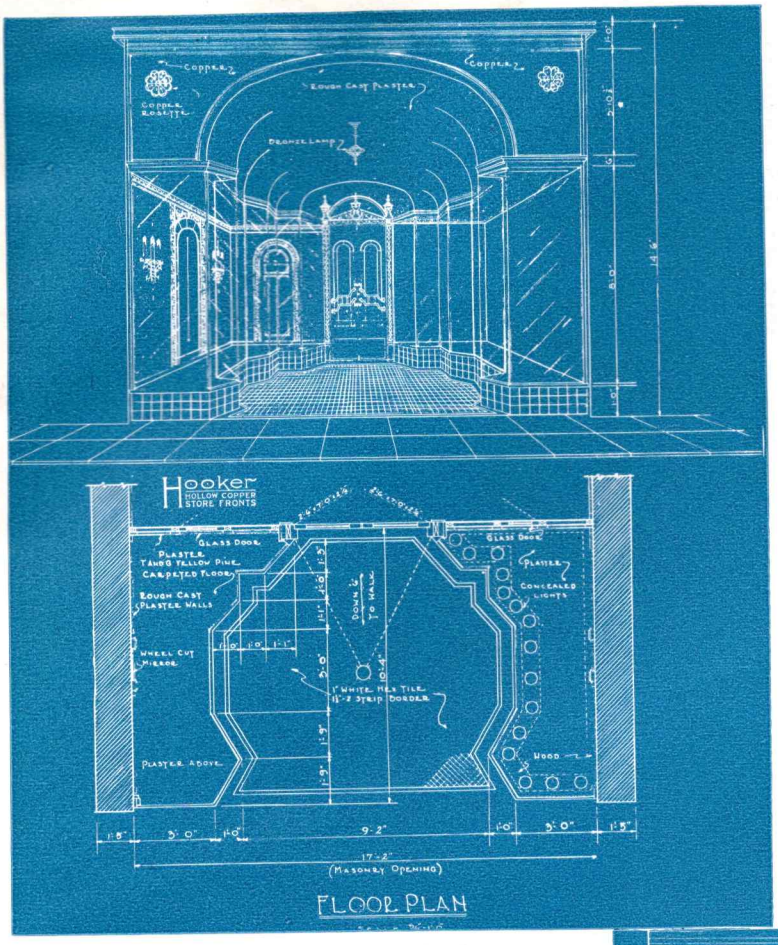
Blue Print No. 6

Popular Island-Case Design for Large Stores

Blue Print No. 6

A very popular type of store-front for department stores, dry goods, men's clothing, and other lines which require plenty of display space. Very fine displays can be arranged and the center show case is especially suited for displaying timely specials or new merchandise. Many merchants change the display in center case daily to promote interest of regular passers.

When large plates are used, the strength of the sash and corner bars is very important. Hooker Hollow-Metal Construction has steel reinforced division and corner bars which produce a rigid and strong member and give the maximum protection to the glass.



Blue Print No. 7

Surround Your Goods with an Atmosphere of Quality

Blue Print No. 7

This modern design will assist any store in the present competition for the consumer's dollar. The front itself makes a very beautiful showing and has great attraction value. The display windows are so designed as to present several views of the displays. We have installed several fronts of this design for high-class shoe shops, dress shops, and specialty stores.

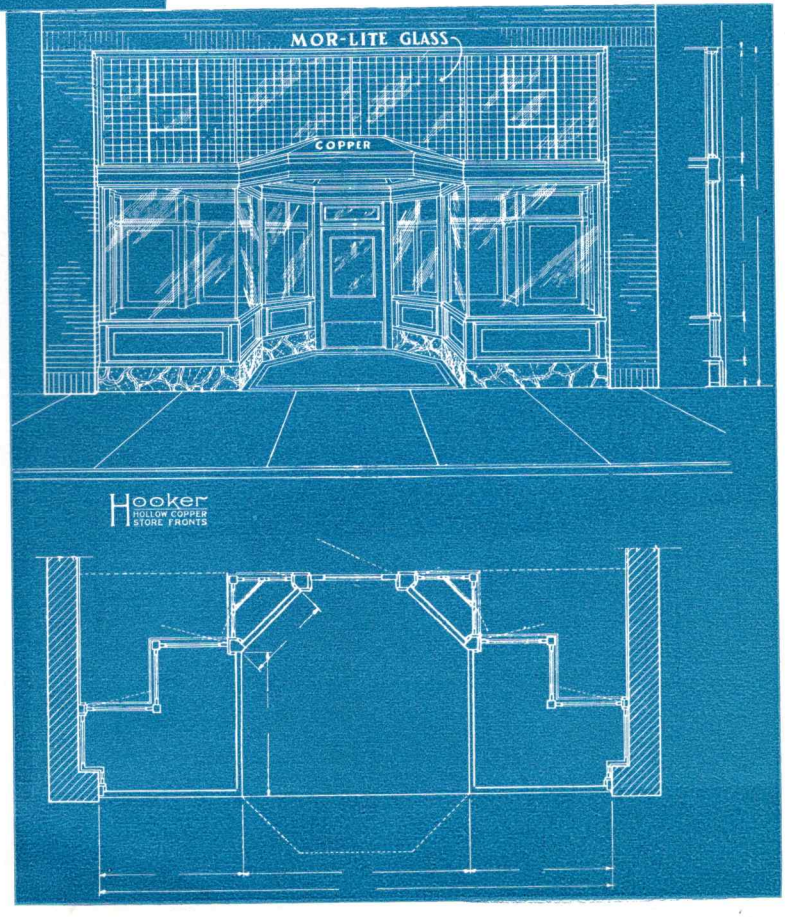
The arched front is made of sheet copper with copper ornaments in relief. Windows may be installed with copper corner bars or mitred corners. Hooker Hollow-Metal Construction is best for fronts of this kind because of its superior glass-supporting ability.

A Novel Front with Copper Canopy

Blue Print No. 8

Here is an ideal front for the jewelry store or specialty shop which displays small merchandise. The high windows bring the goods closer to eye level and enables the customer to make a closer examination. The copper canopy provides a distinctive note to the front and sets the store apart from its neighbors.

This design of front may be varied and extended to any width of building with one or more doors. Hooker Hollow-Metal Construction in copper or bronze with copper transom bar, canopy, and bulkheads provide beauty of appearance and strength of construction to this front.



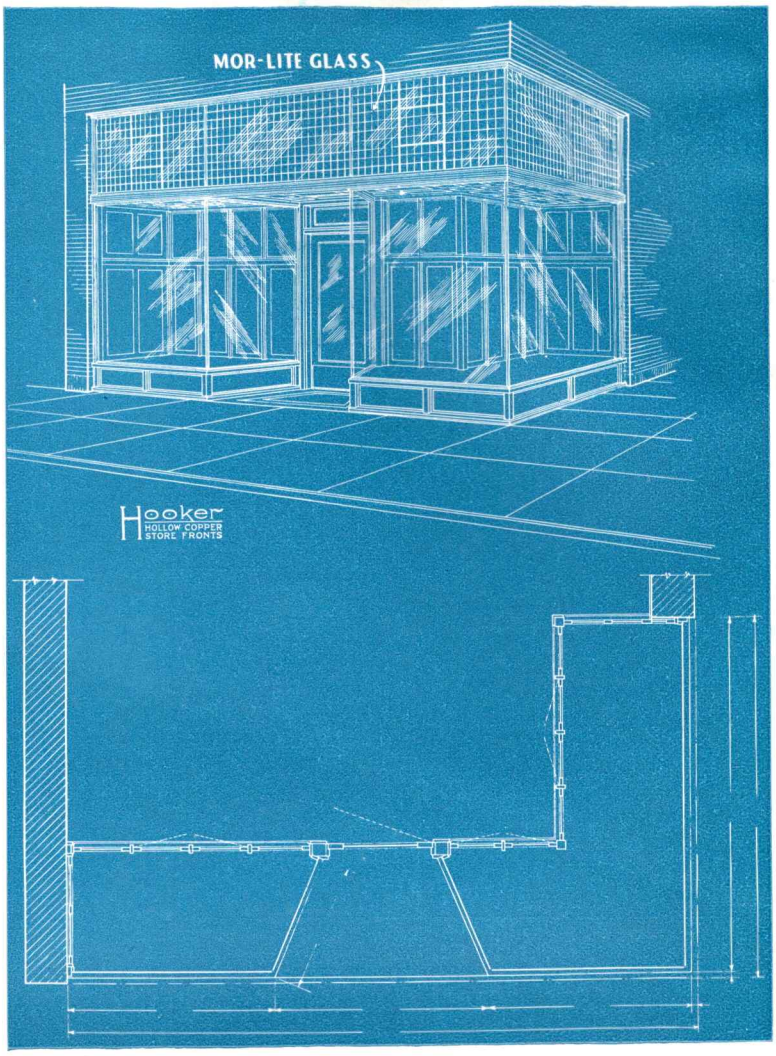
Blue Print No. 8

A Popular Design for Corner Stores

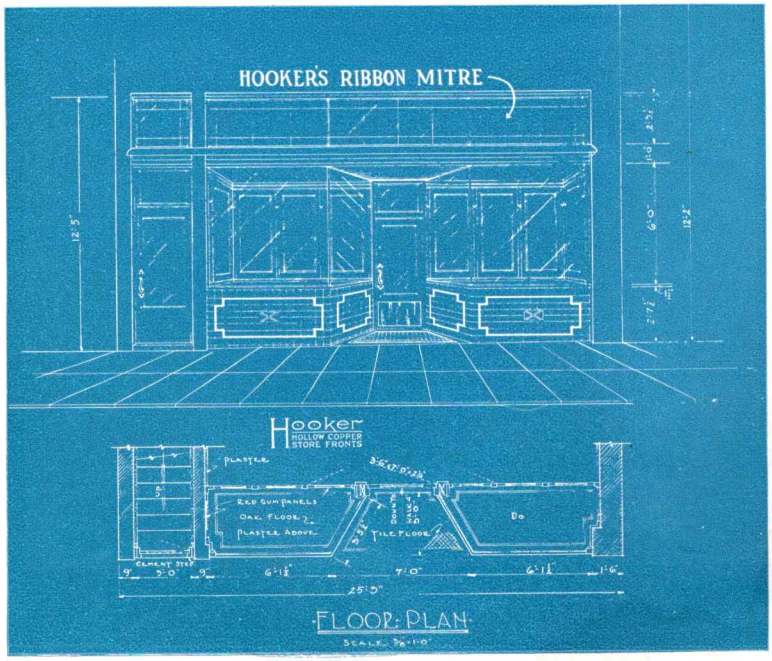
Blue Print No. 9

The corner store offers an opportunity to increase display space and this design is a very effective one and provides a maximum of display. The use of Hooker's Mor-lite Glass in transom increases the effectiveness of the front and provides plenty of daylight in the store when lower windows are enclosed with solid backs.

Hooker Hollow-Metal Construction insures strength and permanence when large plates are used. Our corner bars are reinforced with steel bars, making a rigid and strong support for the glass. "H" type ventilators are optional, but should be included in fronts of this kind to assist in the proper ventilation of the store.



Blue Print No. 9



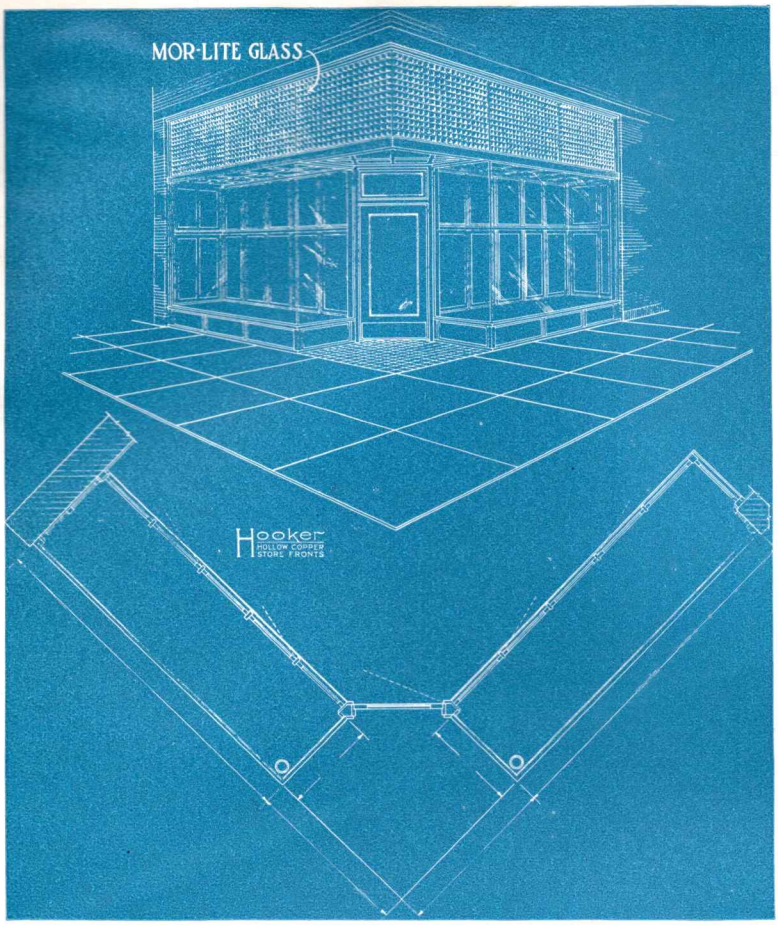
Blue Print No. 10

Lack of Space Need Not Sacrifice Attractiveness

Blue Print No. 10

When there is not much space available for window display purposes, this type of front may be used to good advantage. The copper awning-hood and transom bar, the beautiful transom of Hooker's Ribbon-Mitred Plate or Rough Glass, and the fancy bulkhead of colored tiles make a very attractive appearance.

This front is suitable for jewelers, haberdashers, radio shops, or high-class restaurants.



Blue Print No. 11

An Effective Front for the Busy Corner

Blue Print No. 11

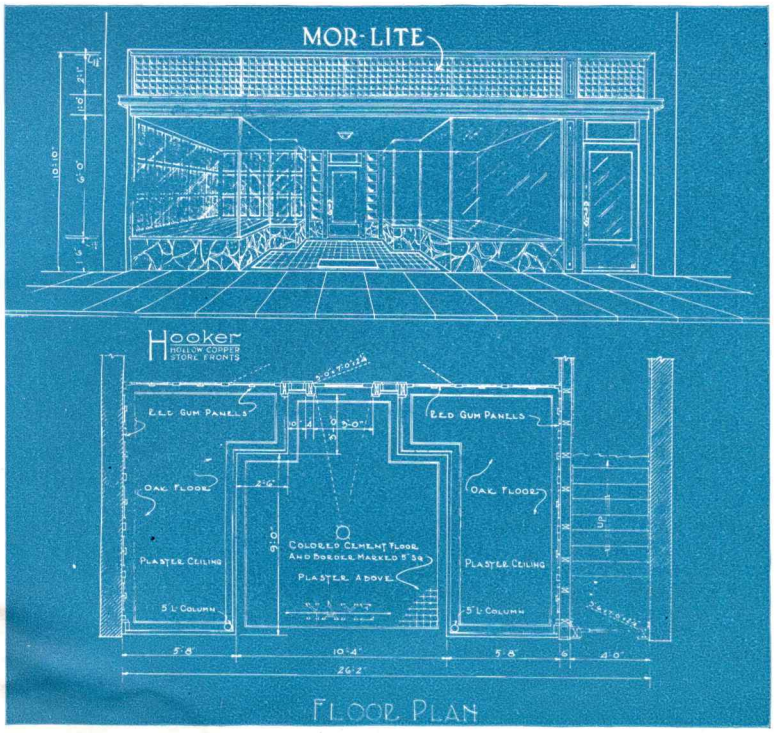
A very popular design for the busy store on the busy corner. Large window space, suitable for displaying any kind of merchandise. The wide entrance, without posts or obstructions of any kind, is inviting and makes the store easy of access. The transom of Hooker's Mor-lite Glass adds greatly to the attractiveness of the front and increases the amount of daylight in the store.

Hooker Hollow-Metal Construction should be specified for fronts of this kind. Corner windows are subjected to greatest danger from wind pressure and vibration. Our reinforced corner bars support the glass most effectively. This design will meet with favor by the druggist, confectioner, and tobacconist, depending largely on transient trade.

Making the Most of Display Opportunities

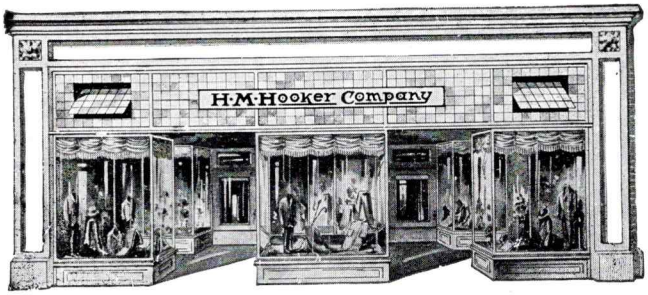
Blue Print No. 12

This type of front is recommended for the deep store that can afford plenty of display space. Ideal for furniture, hardware, dry goods, and tire stores where large merchandise is displayed. The deep returns give plenty of display space, but the design of the windows add greater attraction value and allow small special displays on each side of the door. The transom of Hooker's Mor-lite Glass increases the beauty of the front and admits light to the interior of the store. Hooker reinforced corner and division bars give adequate support to the large lights of plate glass used in this design.



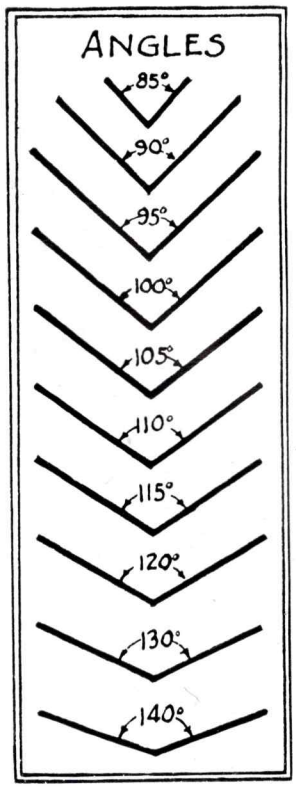
Blue Print No. 12

Beauty and Strength

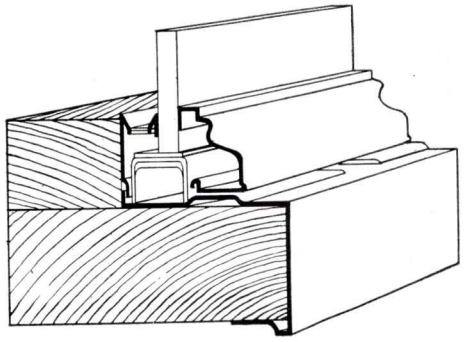


Present-day merchandising methods lay great stress on the cash value of proper window displays. Many merchants estimate the rental value of their windows as 50% of their entire rental. This being true, can any merchant afford an inefficient, unattractive, and obsolete store-front? No. A modern, well-designed store front is the best investment he can make. Building owners find that such a front is their greatest aid in securing successful tenants.

A store front must, primarily, be attractive. It must be properly designed to effectively display the merchandise. It must assist the merchant in making beautiful and attractive displays of his goods. It must be attractive in itself. Hooker Hollow-Metal Store Fronts in copper or ornamented Bronze are beautiful and add to the effectiveness of any display. A store front must be strong as well as beautiful, designed properly to protect the contents of the window and to minimize the glass breakage. Hooker Hollow-Metal Store Fronts include many improved features of mechanical design and construction including steel reinforcement of corner and division bars. An interesting catalog, giving full details, can be had on request.



Corner-Bars May Be Had for Any of Above Angles



No. 490 Sash

The metal store front construction here presented provides a safe and most practical setting for the largest plate glass. No. 490 sash, cold rolled from extremely heavy copper or bronze, can be fastened by means of either direct or indirect screws—although we strongly recommend indirect screw pressure. The slight pressure necessary to hold the glass firmly is evenly distributed along the entire glass engaging surface of the face member.